



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/893,265	06/26/2001	Tony Cheng	IGYG:002	1889

7590

11/05/2003

HOWREY LLP
ATTORNEYS AT LAW
750 Bering Drive
Houston, TX 77057-2198

EXAMINER

WOO, ISAAC M

ART UNIT	PAPER NUMBER
----------	--------------

2172

DATE MAILED: 11/05/2003

Please find below and/or attached an Office communication concerning this application or proceeding.

3

Office Action Summary

Application No.

09/893,265

Applicant(s)

CHENG ET AL.

Examiner

Isaac M Woo

Art Unit

2172

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 26 June 2001.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-20 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☐ Claim(s) _____ is/are rejected.
- 7) ☒ Claim(s) 8 and 14-17 is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
- Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on _____ is: a) ☐ approved b) ☐ disapproved by the Examiner.
- If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).
- a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) 4.
- 4) ☐ Interview Summary (PTO-413) Paper No(s). _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 103

1. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

2. Claims 1-7, 9-13 and 18-20 are rejected under 35 U.S.C. 103(a) as being unpatentable over Lynch et al (U.S. Patent No. 6,018,715, hereinafter, "Lynch") in view of Reese (U.S. Patent No. 6,374,237).

With respect to claims 1, 9 and 18, Lynch discloses the method, computer apparatus and computer system for providing personalized information, providing a database (14, fig. 1) comprising a plurality of contributor content records and a plurality of contributor profile records (22, travel agency portfolio, fig.1, col. 3, lines 53-67 to col. 4, lines 1-13, travel agency portfolio includes each travel agencies that is contributor profile records and each travel agency provides contributor content records), wherein each contributor content record corresponds to a contributor profile record, see (col. 3, lines 53-67 to col. 4, lines 1-13, contributor profile record (each travel agency) provides contributor content records); and wherein the database comprises descriptor

information corresponding to the contributor content records (col. 3, lines 53-67 to col. 4, lines 1-13); obtaining a user profile record, see (incoming request, fig. 1, col. 5, lines 21-30, name of customer is one of user profile record); obtaining a user search query, see (incoming request, fig.1, col. 4, lines 13-24); comparing the user search query with at least a portion of the descriptor information (comparing with travel agency portfolio), see (122, 124, fig. 3, col. 7, lines 4-25); providing personalized information comprising contributor content records based upon the results of the comparisons, see (col. 7, lines 60-67 to col. 8, lines 1-18). Lynch discloses the user profile record, and contributor records, see (fig. 1, col. 5, lines 21-30, col. 3, lines 53-67 to col. 4, lines 1-13). Lynch does not explicitly disclose, "comparing at least a portion of the user profile record with at least two contributor profile records". Reese discloses, in step 930, the matching server receives a search request that includes a user profile (fig. 6) from a client. In step 940, the matching server compares the data in the aggregate database to the user profile supplied by the client. The matching server then delivers the matching data to the client in step 950, see (fig. 9, col. 7, lines 46-67 to col. 8, lines 1-54). This teaches the user profile is used as query input and search against profile records on server.

Therefore, it would have been obvious to a person having ordinary skill in the art at the time of the invention was made to include comparing at least a portion of the user profile record with at least two contributor profile records as claimed in the system of Lynch to search based on user profile. Because the user profile record as a query input gets search results that match user profile, which provides personalized search results to the user.

With respect to claims 2, 10 and 19, Lynch discloses, information submitted by a contributor to increase the number of contributor content records in the database, and providing valuable consideration to the contributor in exchange for the submitted information, see (fig.1, col. 3, lines 53-67 to col. 4, lines 1-13).

With respect to claim 3, Lynch discloses, varying the valuable consideration provided to the contributor, based on the quality of the contributor's contributor content records, wherein such quality is assessed by at least one user, see (col. 5, lines 21-48).

With respect to claims 4 and 11, Lynch discloses, the plurality of guidebook content records, and descriptor information corresponding to the guidebook content records, a) comparing the user search query and at least a portion of the user profile record with at least a portion of the descriptor information corresponding to a guidebook content record, and b) providing additional personalized information comprising guidebook content records based upon the results of the comparison in (a) above, see (col. 3, lines 53-67 to col. 4, lines 1-13).

With respect to claim 5, Lynch discloses, travel provider content comprising a plurality of travel provider content records, and descriptor information corresponding to the travel provider content records, a) comparing the user search query and at least a portion of the user profile record with at least a portion of the descriptor information

corresponding to each travel provider content record, and b) providing additional personalized information comprising travel provider content records based upon the results of the comparison in (a) above, see (col. 3, lines 53-67 to col. 4, lines 1-13).

With respect to claim 6, Lynch discloses, the user profile record and the contributor profile records each comprise a plurality of corresponding data elements, see (14, fig.1, portfolio database, col. col. 1, lines 57-67 to col. 2, lines 1-20).

With respect to claim 7, Lynch discloses, the plurality of corresponding data elements comprises personal identification information, travel interests information, travel-related attributes, dining and accommodation preference information, favorite destination information, and aspired destination information, see (col. 5, lines 21-49).

With respect to claim 12, Lynch discloses, the user profile record includes at least two personal travel data elements related to a user, and wherein each contributor profile record includes at least two corresponding personal travel data elements related to a contributor, see (fig. 1, col. 3, lines 62-67 to col. 4, lines 1-24).

With respect to claim 13, Lynch discloses, the user personal travel data elements comprise information relating to the user's personal identification information, travel interests information, travel-related attributes, and dining and accommodation preference information; and wherein the contributor personal travel data elements

Art Unit: 2172

comprise information relating to the contributor's personal identification information, travel interests information, travel-related attributes, and dining and accommodation preference information, see (col. 3, lines 62-67 to col. 4, lines 1-24).

With respect to claim 20, Lynch discloses, means for receiving foundation content; means for comparing the user profile record and the user search query with the foundation content; and means for generating additional personalized information comprising selected foundation content records based upon the user profile record and the user search query, see (col. 7, lines 41-67 to col. 8, lines 1-17).

Claim Objections

3. Claims 8 and 14-17 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

Conclusion

4. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

Korda et al (U.S. Patent No. 6,564,210) discloses the system for computer program enables a user to find the most relevant documents by searching of distributed


databases, i.e., the World Wide Web. The program employs the user's profile, based on the user's foci of interest, the user's query and a semantic analysis of the query and documents. In one embodiment, the retrieved documents are ranked according to relevancy based on the user's profile and query.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Isaac M Woo whose telephone number is (703) 305-0081. The examiner can normally be reached on 8:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Kim Y Vu can be reached on (703) 305-4393. The fax phone number for the organization where this application or proceeding is assigned is (703) 872-9306.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is (703) 305-3900.

IMW
October 29, 2003


SHAHID ALAM
PRIMARY EXAMINER